GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

STARRED QUESTION NO:566
ANSWERED ON:31.08.2001
SETTING UP OF EXHIBITION CENTRES ABROAD
Y.G. MAHAJAN

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government are contemplating to set up its exhibition centres in various countries to promote exports;

(b) if so, the details thereof and the likely benefit from such exhibitions;

(c) the names of countries where these centres are to be set up; and

(d) the amount allocated by the Government for the execution of the said work?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (DR RAMAN SINGH)

(a) to (d) : `Export Enhancement and Export Studies -Market Access Initiative` Scheme launched during the current year, inter-alia, provides for setting up of showrooms, warehousing facilities and display of selected products in the identified international departmental stores at centres specially selected for exhibition and display of selected Indian products. These centres will be selected on the basis of marketing studies by the Export Promotion Councils (EPCs) and Trade Promotion Organization (TPOs) on country-product focus approach. EPCs and TPOs have been requested to send suitable proposals on project basis for approval.Funds required this year are proposed to be met from within the approved plan allocation for the Department of Commerce and the display of selected products in the chosen centres would promote brand image of the country, its products and boost exports.